

### **REMARKS**

Applicants respectfully request reconsideration of this application as amended. Claims 1-16 remain in the application. Claims 1-12 and 14-16 have been amended to more particularly point out and distinctly claim what the Applicants regard as the invention. New claims 17-27 have been added. No claims have been canceled.

#### **Rejections Under 35 U.S.C. § 103(a)**

Claims 1-4, 6-9, 11-14 and 16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,460,036 of Herz ("Herz") in view of U.S. Patent No. 6,269,369 of Robertson ("Robertson"). Applicants respectfully submit that the combination of Herz and Robertson do not disclose nor suggest each and every element as recited in the amended claims 1, 7, and 12.

Herz discloses a system that enables a user to access target objects, such as news articles of relevance and interest to the user without requiring the user to expend an excessive amount of time and energy. (See column 4, lines 40-43). Robertson discloses a computer-network-based contact management system that allows members to create and maintain contact with other members and determine on a person-by-person basis what information to share or withhold. (See column 2, lines 46-51). The Office Action, at paragraph 3, states that Herz discloses at column 17, lines 18-21, the claimed limitation of identifying sets of user profiles of a plurality of user profiles, each set identified according to at least one common interest among user profiles of a set. Applicants respectfully disagree with this interpretation. Rather, Applicants respectfully submit that "the similarities between seller-submitted profiles and buyer-submitted profiles" are similarities between target profiles of target objects as explained in the preceding

sentences at column 17, lines 12-18. Herz discloses the target profile indicate attributes of the target object, for example, the frequency with which each word appears in an article relative to its overall frequency of use in all articles. (See column 4, lines 52-54; column 1, lines 23-25). However, the combination does not disclose nor suggest that the target profile or a user profile (holds user's attributes, including age, zip code, etc. (see column 4, lines 55-56)) are operable to allow a user to customize a viewing experience via a broadcasting system, as recited in the amended claims.

Furthermore, Applicants respectfully submit the combination does not disclose nor suggest that a target profile, as disclosed in Herz, might be used to customize a viewing experience via a broadcasting system, as claimed, nor that such a user of the target profile might be interested to know when another user has updated a common interest of their user profile.

In addition, Applicants respectfully submit the combination does not disclose that the user profile is operable in a multi-user broadcasting system, as claimed, such as a satellite or cable broadcasting system. Rather, Herz discloses using the target profile in a manner to search for information such as information sources, in the form of articles, each of which comprises a publication item, or document that relates to a specific topic. (See Herz, column 1, lines 50-53). Also, the database system disclosed in Robertson discloses synchronizing views to contact information stored in a relational database system over the World Wide Web. (See Robertson, Figure 5, column 4, lines 27-44).

Furthermore, Applicants respectfully submit the combination is improperly motivated because there is no suggestion to synchronize the various target profiles and user profiles in a fashion similar to updating, for example, an updated phone number of a contact in a personal contact database of multiple users as disclosed in Robinson.

Accordingly, Applicants respectfully submit that the combination does not disclose nor suggest each and every element as recited in claims 1, 7, and 12. Claims 2-4, 6, 8-9, 11, 13-14 and 16 are dependent (directly or indirectly) on one of the claims 1, 7, and 12. Therefore, Applicants respectfully request that the rejection to claims 1-4, 6-9, 11-14 and 16 under 35 USC §103(a) be withdrawn.

Claims 5, 10 and 15 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,460,036 of Herz ("Herz") in view of U.S. Patent No. 6,269,369 of Robertson ("Robertson") and further in view of U.S. Published Patent Application No. US 2002/0023230 of Bolnick et al. ("Bolnick").

As articulated above, claims 1, 7, and 12 are patentable over Herz and Robertson. Claims 5, 10, and 15 are dependent on one of claims 1, 7, and 12. Bolnick fails to cure the underlying deficiencies of Herz and Robertson including the failure to disclose, at least, a user profile operable to allow a user to customize a viewing experience, as recited in the amended claims 1, 7, and 12. Accordingly, Applicants respectfully submit that claims 5, 10, and 15 do not disclose nor suggest each and every element as claimed. Therefore, Applicants respectfully request the rejection to claims 5, 10, and 15 be withdrawn under 35 USC §103(a).

## CONCLUSION


Applicants respectfully submit that the rejections have been overcome by the amendments and remarks, and that the pending claims are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the pending claims be allowed.

If there are any additional charges, please charge Deposit Account No. 02-2666  
for any fee deficiency that may be due.

Respectfully submitted,

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